

Research on the Improvement of College Students' Cultural Confidence from the Perspective of Ideological and Political Education in Colleges and Universities

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Abstract: Cultural self-confidence is a nation's affirmation and recognition of its own cultural value, which is of great significance in the real society. Chinese traditional quintessence culture has positive value and is developing continuously with social progress. In order to better build national cultural self-confidence, domestic colleges and universities should shoulder the burden of developing cultural self-confidence. At present, it is difficult for college students to deeply recognize cultural self-confidence, which will be impacted by foreign culture and have a negative impact on their own culture. Therefore, the construction of cultural self-confidence of college students is the most important task at present. Among them, ideological and political education is the key measure to cultivate college students' cultural self-confidence, which needs further improvement.

1. Research background

1.1 Literature review

A nation's sincere respect, cherish, trust and perseverance for the excellent traditional culture is a manifestation of cultural self-confidence. Traditional national culture is deeply rooted in the development direction of the new era. It can promote the Chinese nation to become a powerful country in the world. It is also an important basic condition. At this stage, many scholars have carried out a detailed discussion on this. Some scholars have found that cultural self-confidence is a kind of deep development, which fully reflects a new dimension of value pursuit and spiritual quality of life (Li and Guo, 2019). Contemporary Chinese culture gradually presents the characteristics of pluralism. Only by strengthening the dominance of self-worth can we enhance the sense of belonging of spiritual life and thus let people out of the Multicultural Conflict (Lin, 2018). Some scholars point out that cultural self-confidence is the affirmation of their own cultural ideas and values. At present, on the basis of strengthening national self-confidence and inheriting and innovating the essence of their own culture, people can better exert their subjective initiative and create more value for society (Chen, 2019). In the study of the subject of cultural self-confidence, some literature points out that college students, as successors of socialist modernization, are the hope of national prosperity and prosperity. Therefore, to enhance the cultural self-confidence of college students is conducive to the dissemination of excellent traditional Chinese culture and the promotion of domestic cultural innovation (Chen, 2018). Some scholars believe that the future mainstay of University Students' country is at the critical stage of cultural learning. Therefore, universities and relevant educational institutions should make full use of all kinds of resources to continuously enhance students' cultural self-confidence and promote the development of social conscience (He, et al, 2018). With the rapid spread of globalization, network virtualization makes multiculturalism conflicting, which will change college students' cultural self-confidence. Some scholars also point out that cultural self-confidence of contemporary college students should be gradually established to cope with the collision of different cultures, and then disseminate and innovate the traditional quintessence culture of the Chinese nation (Cao, 2017).

1.2 Purposes of research

Culture is a precious spiritual wealth formed through long-term historical changes, which has a great cohesive effect on a nation. With the continuous development of social economy, the importance of cultural expression has become more and more prominent, and has become an important part of the comprehensive national strength of the country. As the future of our country, whether college students can build up cultural self-confidence plays an important role in disseminating the essence of national culture and cultural communication. However, in the Internet era, different cultures in the West will collide with the traditional culture of the Chinese nation, and it will also have a negative impact on students' cultural self-confidence. Therefore, in the process of globalization, how to face the impact of western culture on Chinese society and culture and guide students to enhance cultural self-confidence has important practical significance. At the present stage, ideological and political education in Chinese universities is in the stage of rapid development. It is of positive significance to incorporate cultural self-confidence into the curriculum system for increasing college students' cultural self-confidence and enhancing national cohesion.

2. Importance of improving college students' cultural confidence in colleges and universities

2.1 It helps to resist the impact of multiculturalism and enhance national confidence

With the further deepening of economic globalization, various Western cultures pour into the domestic environment through the Internet, and different cultures appear to blend. In view of the international situation facing China, cultural self-confidence can effectively resist the erosion of foreign cultures and constantly enhance the soft power of Chinese culture. In this form, college students can promote national pride in an all-round way. Under the guidance of national cultural self-confidence, college students can fully understand the domestic cultural value and make clear the specific content. On the basis of defining cultural content, colleges and universities should cultivate students' cultural self-confidence and guide them to screen foreign cultures. Favorable content can be integrated, while inappropriate content can be excluded, which can help students resist the impact of foreign culture (He, et al., 2013). At the same time, strengthening cultural self-confidence can help students fully understand the essence of traditional culture and enhance cultural accomplishment. On the basis of enhancing and stimulating college students' national pride, it provides a long-term strength for enhancing students' self-confidence.

2.2 Strengthen college students' ideals and beliefs to promote growth

Ideals and beliefs are an important driving force for the development of life, and also a pursuit of the future. Culture, as people's belief in the national soul, is a strong support for future ideals. In the current situation of development, college students are the valuable human resources of the country. Whether they have firm beliefs or not is directly related to the process of social development. At the same time, extensive and profound cultural content can effectively promote the learning ability of College students. Chinese culture covers a wealth of content, which can effectively help students establish firm ideals and beliefs (Chu, 2019). In addition, because cultural self-confidence is an important part of college students' growth, through its healthy and positive mentality, it can enable students to take a physiological view of social culture and make rational opposition to foreign cultures. Therefore, through the establishment of cultural self-confidence, can promote the shaping of students' healthy personality, and lead the healthy growth of students.

3. Difficulties in building cultural self-confidence under ideological and political education in colleges and universities

3.1 Lack of awareness of traditional culture

With the continuous application of Chinese culture in all walks of life, many colleges and universities have begun to lay out cultural construction. However, there are still some problems in

the construction of cultural self-confidence in China. According to relevant data, some college students lack a certain understanding of traditional culture, which hinders the construction of cultural self-confidence in the process of Ideological and political education. At the same time, although college students have studied history and culture, they seldom understand its real value and significance. The subsequent foreign culture has had a certain impact on students, resulting in the continuous weakening of traditional culture in college students' dissemination. With the continuous popularization of Internet technology, college students receive more information. However, some media propagandize the negative social phenomena in order to obtain economic benefits, which leads to the negative emotions of college students whose values have not been fully formed. Therefore, in the process of building cultural self-confidence, college students do not fully recognize the value of traditional culture and make it produce conflicting feelings.

3.2 Strong curiosity and living environment have a negative impact

With the continuous progress of social culture, network technology has been widely used in real life. College students can use various network channels to obtain information. Chinese culture is diverse, and the contents that students come into contact with are developmental. Bad culture will have a bad negative impact on students. At present, colleges and universities urgently need to use network technology to guide students to understand the cultural content in depth. At the same time, college students' living environment will also have a certain negative impact on students. For example, the deviation of students' perception of traditional Chinese culture among the surrounding groups will also indirectly affect students' perception. The occurrence of this situation will cause confusion of students' cultural cognition. In addition, under certain circumstances, students seldom identify with Chinese culture in their ideological cognition, which has a serious negative impact on the development of cultural self-confidence.

4. New thoughts on promoting cultural self-confidence of college students from the perspective of ideological and political education

4.1 Expanding and optimizing the way of ideological and political education and shaping positive contents of cultural self-confidence

At this stage, if we want to build high-efficiency cultural self-confidence of college students through ideological and political teaching content, we need to constantly innovate the current ideological and political education methods, and optimize students' ideological and political teaching content by various means. For example, colleges and universities can use various ideological and political education lectures to acquire cultural knowledge through the Internet channel and transmit these contents to students. Thus, college students can fully understand the traditional culture. At the same time, college teachers can incorporate traditional culture into their daily classroom. Generally speaking, through these ways, students can be subjected to a subtle influence, which makes college students interested in culture and have a better understanding of cultural self-confidence. In addition, the education department should create various forms of cultural appreciation activities according to the situation of cultural construction in Colleges and universities, so that students can actively participate in the activities, increase cultural self-confidence and enhance national pride at the same time.

4.2 Strengthen the Cultural Communication with Multimedia Technology, and Enhance Students' Self-Confidence

In terms of cultural construction, colleges and universities should not only start from traditional classroom, but also use multimedia network to teach. The content of cultural self-confidence construction is abstract and difficult. Therefore, colleges and universities can enrich students' learning content through multimedia network, and guide students to understand traditional cultural content. On this basis, students can learn more through the network, micro-blog, micro-mail and other multimedia channels. In addition, universities can open public numbers and use advanced

technology to optimize teaching methods. Only by expressing the essence of national culture in rich forms can students have a deeper understanding of national culture and enhance their cultural self-confidence.

4.3 Create a platform for cultural exchange and promote cultural exchange

The development and formation of socialist culture with Chinese characteristics can not be separated from the collision and exchange with other cultures. Therefore, the construction of cultural self-confidence requires good communication between students. Therefore, colleges and universities should establish forums through network platforms to attract students to communicate through these platforms. At the same time, the use of network platform to create a diversified communication system, in this case, constantly optimize the communication system. Therefore, students should communicate in a diversified communication system, and constantly enhance the communication and cooperation of cultural self-confidence. On this basis, colleges and universities should actively attract talents to guide them.

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